

*March DPC-Doral .30 off 4ctn
Display Prebooking Program
Middlesex Tobacco*

(For Accounts Selling Under 100 Cartons Per Week)

DPC- Doral .30 off/pk

2/27/96

March DPC-Doral .30 off 4ctn Display Prebooking Program

51850 3463

- *To be by prebooked Middlesex Sales People*
- *Components:*
 - 1 Carton Doral FF Box*
 - 1 Carton Doral Lt Box*
 - 1 Carton Doral FFM Box*
 - 1 Carton Doral FF 100s*
- *\$3.00 per ctn off invoice*
- *Limit 1 display per account*
- *\$5.00 paid to sales person for each account prebooked*

DPC- Doral .30 off/pk

2/27/96

DORAL Full Flavor, Full Flavor Menthol and Lights Box

Direct Account Fact Sheet - Live Product

Introductory Allowances - Live Product

An introductory promotional payment of \$5 per 6M case will be available on all DORAL Full Flavor Box, Full Flavor Menthol and Lights Box allocated and shipped between March 11 and April 5, 1996. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular terms on allocated purchases.

An additional \$10 per 6M case will be available on all DORAL Full Flavor, Full Flavor Menthol and Lights Box allocated and shipped from the direct account to retail between March 11 and April 5, 1996. A one-time payment will be made to the direct account on product that was shipped to retail. Payments will be issued by RJR to the direct account.

Ordering

First Ship Date: March 11, 1996

Pricing

DORAL Box styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	List Price	Carton	6M Case
DORAL Full Flavor Box	\$43.95/M	\$8.79	\$263.70
DORAL Full Flavor Menthol	\$43.95/M	\$8.79	\$263.70
DORAL Lights Box	\$43.95/M	\$8.79	\$263.70

Product Dimensions & Weights

	Length	Width	Height	Cube (ft.)	Weight
Pack	2.2047"	0.9055"	3.4055"	.004	.933 oz.
Carton	11.125"	1.875"	3.4375"	.041	10.13 oz.
6M Case	17.375"	11.3125"	11.125"	1.265	19.8 lbs.

UPC Information

	DORAL FF 83 Box	DORAL FF Menthol 83 Box	DORAL Lt 83 Box
Pack	12300-84099	12300-23283	12300-84199
Carton	12300-84013	12300-23284	12300-84113
6M Case	12300-84006	12300-23285	12300-84106

R. J. REYNOLDS TOBACCO COMPANY

51850 3464

DORAL 30 CENTS

MIDDLESEX TOBACCO

DEL. DATE

DISPLAY(4 CTNS.)

1-DORAL FF BOX

1-DORAL FF 100

1-DORAL LT BOX

1-DORAL FFM BOX

*******LIMIT 1 PER STORE*******

STORE _____

ADDRESS _____

CITY _____

SIGNATURE _____ DATE _____

